

Johns Hopkins University-backed Project ACCELERATE launches Safezindagi.in platform

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The website will be a guide to prevent STDs and HIV and offer services to help people lead healthy lives



On World AIDS Day, Project ACCELERATE, a programme funded by USAID/PEPFAR and implemented by Johns Hopkins University School of Medicine, in partnership with YRGCARE, The Fenway Institute and Blue Lotus Advisory under the technical guidance of National AIDS Control Organization (NACO), launched safezindagi.in. The online platform will offer information and services for HIV testing, prevention, treatment, and retention in care through the public sector and private organisations of India in collaboration with various community-based organisations.

Safezindagi.in aims to be a comprehensive demand generation and service delivery online platform for risk assessment, innovative prevention, and testing services (like PrEP and HIV self-testing) with linkage to treatment including teleconsultation with medical and counselling professionals to ensure adherence and retention on care. Safe Zindagi has a team of trained counsellors, ready to support users with testing services virtually, answer their questions, offer to counsel, and arrange linkage to doctors and health centres. Safe Zindagi is currently active in 49 cities across 20 states of India.

Users can order HIV self-testing kits on Safezindagi.in and get these couriered to a convenient location or even pick up the kits from nearby listed pick up points. Users can choose to test themselves on their own or under expert supervision.